

Louisiana Highway Safety Commission

May 3-6, 2010
Baton Rouge, LA

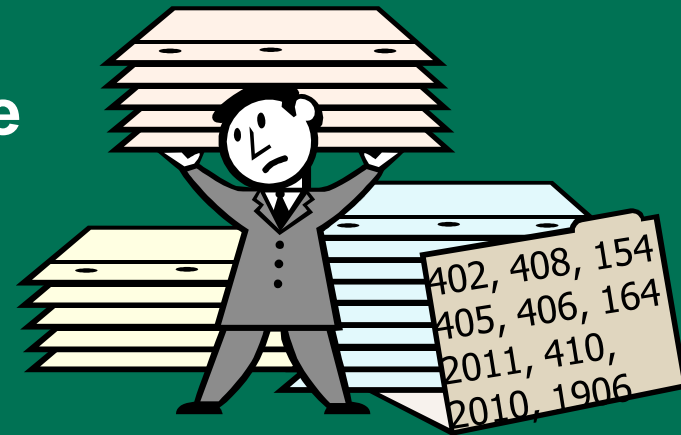


LHSC Grant Programs

- 8 Grant Programs plus 2 Transfer Programs

- Grant Programs

- 402 – State & Community Hwy Safety
- 408 – Data/Traffic Records
- 405 – OP Incentive
- 406 – Safety Belt Performance
- 410 – Impaired Driving Incentive
- 1906 – Racial Profiling
- 2010 – Motorcycle Safety
- 2011 – Booster Seat Incentive



- Transfer Programs

- 154 – Open Container
- 164 – Repeat DWI Offender

SECTION 402 State and Community Highway Safety Grants Program

- Periodic Motor Vehicle Inspection
- Motor Vehicle Registration
- Motorcycle Safety
- Driver Education
- Driver Licensing
- Codes and Laws
- Traffic Courts
- Impaired Driving
- Traffic Records
- Emergency Medical Services

- Pedestrian and Bicycle Safety
- Traffic Enforcement Service
- Debris Hazard Control and Cleanup
- Pupil Transportation Safety
- Accident Investigation and Reporting
- Speed Management
- Occupant Protection
- Roadway Safety

Section 408 State Traffic Information System Improvement Grants

- ✓ Authorizes data improvement incentive program
- ✓ States must certify they are using MMUCC or will use grants to implement “maximum data elements to extent practicable”
- ✓ In first year, states must:
 - ✓ have an active TRCC
 - ✓ develop a multi-year strategic plan
 - ✓ indicate how deficiencies were identified
 - ✓ show progress in implementing plan
 - ✓ indicate how funds will be spent
 - ✓ submit a progress report

SECTION 405 Occupant Protection




State must meet 4 of 6

 Safety Belt Law all seating positions

 Primary Safety Belt Law

 Minimum Fine (\$25) or Penalty Points for belt law and CPS law

 OP STEP Program

 Statewide STEP plan w/at least 2 waves; State & local agencies covering at least 70% population; pre-post surveys, & media

 Subsequent Yrs – Updated plan & documentation that prior year plan implemented

 Child Passenger Safety Education Program

 Child Passenger Safety Law covering minors under age 16

 Funds may only be used for occupant protection programs

SECTION 410 Impaired Driving Incentive

➤ 8 Programmatic Eligibility Criteria – Meet @ least 5

- High visibility enforcement program
 - Prosecution & adjudication program
 - BAC testing program
 - Data
 - High risk drivers program (stronger/additional penalties)
 - Alcohol rehabilitation & DWI Court
 - Underage drinking program
 - Administrative license revocation or suspension
 - Self-sustaining program
- Funds may be used only for impaired driving programs



SECTION 410 Impaired Driving

High Visibility Enforcement



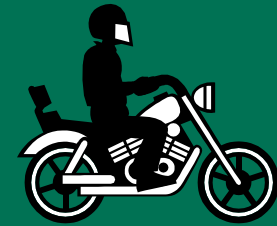
- Plan for next/upcoming yr (FY10 Application)
 - List of participating agencies
 - Representing @ least 65% (MS 55%) population or A-R fatal
 - Include population or A-R fatalities for each jurisdiction
 - Identify 4 quarterly enforcement periods *and* Nat'l crackdown (w/in next yr)
 - Describe paid and earned media
- Information documenting *prior yr* plan implementation. Report on activities in the *upcoming yr* plan of the *previous* FY application. FY10 app will contain FY09 app's upcoming yr completed activities, most of which occurred in FY10).
 - Maintain data for FY11 application if 410 continued as is
 - List of participating agencies
 - Representing @ least 65 (60% for TX and 50% for MS) (previous yr app) population or A-R fatalities
 - Include population or A-R fatalities for each jurisdiction
 - Identify 4 quarterly enforcement periods *and* Nat'l crackdown (match previous yr app)
 - For each period & crackdown, list total number of
 - Checkpoints
 - Saturation patrols
 - DWI Arrests
 - Agency-specific information is not required in application
 - Media
 - Number of agencies w/earned media before, during or after HVE
 - Type of paid media, markets, # pd spots, # matching spots, Cost

SECTION 410 High Fatality Rate (HFR) Grants



- NHTSA identifies 10 States with highest alcohol-related fatality rates based on most recent FARS data
 - Also eligible for programmatic grants
 - FY09 based on 2007 FARS. FY10 will be 2008. Final 08 FARS about June 2010.
 - LA & MS among the 10 in 2007 & rec'd FY09 HF grants
- 50% of funds must be used to support high-visibility enforcement. – Must include budget in application
- Requires plan for use of funds for enforcement and communications in accordance w/high visibility programmatic criteria.

Section 2010 Motorcycle



Must meet 2 of 6 Criteria

 Motorcycle rider training courses

 Motorcyclists awareness program

 Reduction motorcycle fatalities & crashes

 Impaired driving program

 Reduction of impaired motorcycle fatalities & crashes

 Use of fees collected from motorcyclists for MC programs

Section 2010 Eligible Uses

■ Motorcyclist Safety Training

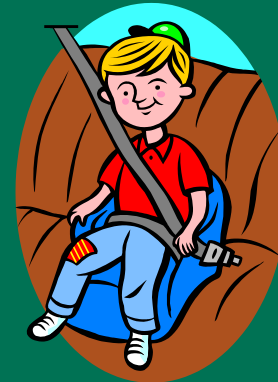
- Formal program of instruction that is approved for use in a State by the designated State authority having jurisdiction over motorcyclist safety issues
- Improvements to motorcyclist safety training curricula;
- Improvements in program delivery of motorcycle training to both urban and rural areas, including—
 - (i) Procurement or repair of practice motorcycles;
 - (ii) Instructional materials;
 - (iii) Mobile training units; and
 - (iv) Leasing or purchasing facilities for closed-course motorcycle skill training;
- Measures designed to increase the recruitment or retention of motorcyclist safety training instructors; and

■ Motorcyclist Awareness

- Program to enhance motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices to avoid injury to motorcyclists
- Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclists, such as the "share-the-road" safety messages developed using Share-the-Road model language required under section 2010(g)
- Cannot be used for general motorcycle safety messaging that is directed at motorcyclists

Section 2011 Child Safety & Child Booster Seat Incentive Grants

- Grant program to improve booster seat use
- State must enact and enforce law requiring booster seats meeting requirements in Anton's Law
 - Continuous coverage until age 8 unless 65 lbs. & under 4' 9"
- 23 States & DC qualified in FY09. No R6 States.
- Applications due July 1.



SECTION 154 Open Container Transfer Program



FY09

■ LA – \$9.3M



AL CF to FY10

\$1M

- FY10 Interim Obligation – Split letters rec'd.
- Plan for same amount in FY10 as FY09
- Continue to work w/DOT to expend HE funds

SECTION 164 Repeat DWI Offender Transfer Program

FY09

AL CF to FY10

- LA – \$9.3M \$572K to AL \$1M
- FY10 Interim Obligation – Split letters
- Continue to work w/DOT to expend HE funds



RESOURCES



Committed to developing and implementing comprehensive strategy aimed at saving lives and preventing injuries on Louisiana roadways.

▶ Home

▶ Leadership

▶ Media

▶ Impaired Driving

▶ Occupant Protection

▶ Child Passenger Safety

▶ Teen Drivers

▶ Railroad

▶ Motorcycle Safety

▶ Resources

▶ Traffic Records Committee

▶ Statistics

▶ Parish Data

April 29, 2010

Total Reported Fatalities
Year-to-Date

183

Upcoming Campaigns



Click It or Ticket
National Occupant Protection Campaign
[Read more >](#)



Over The Limit Under Arrest
National Impaired Driving Campaign
[Read more >](#)

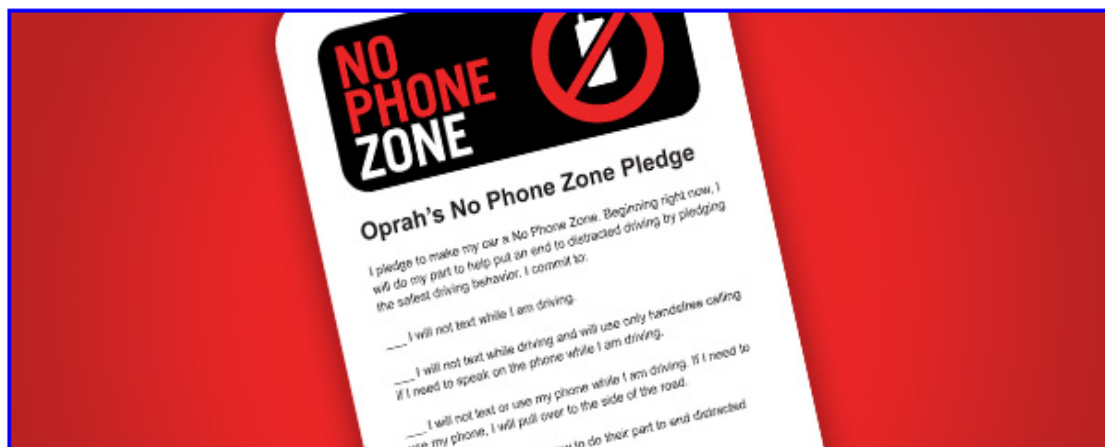
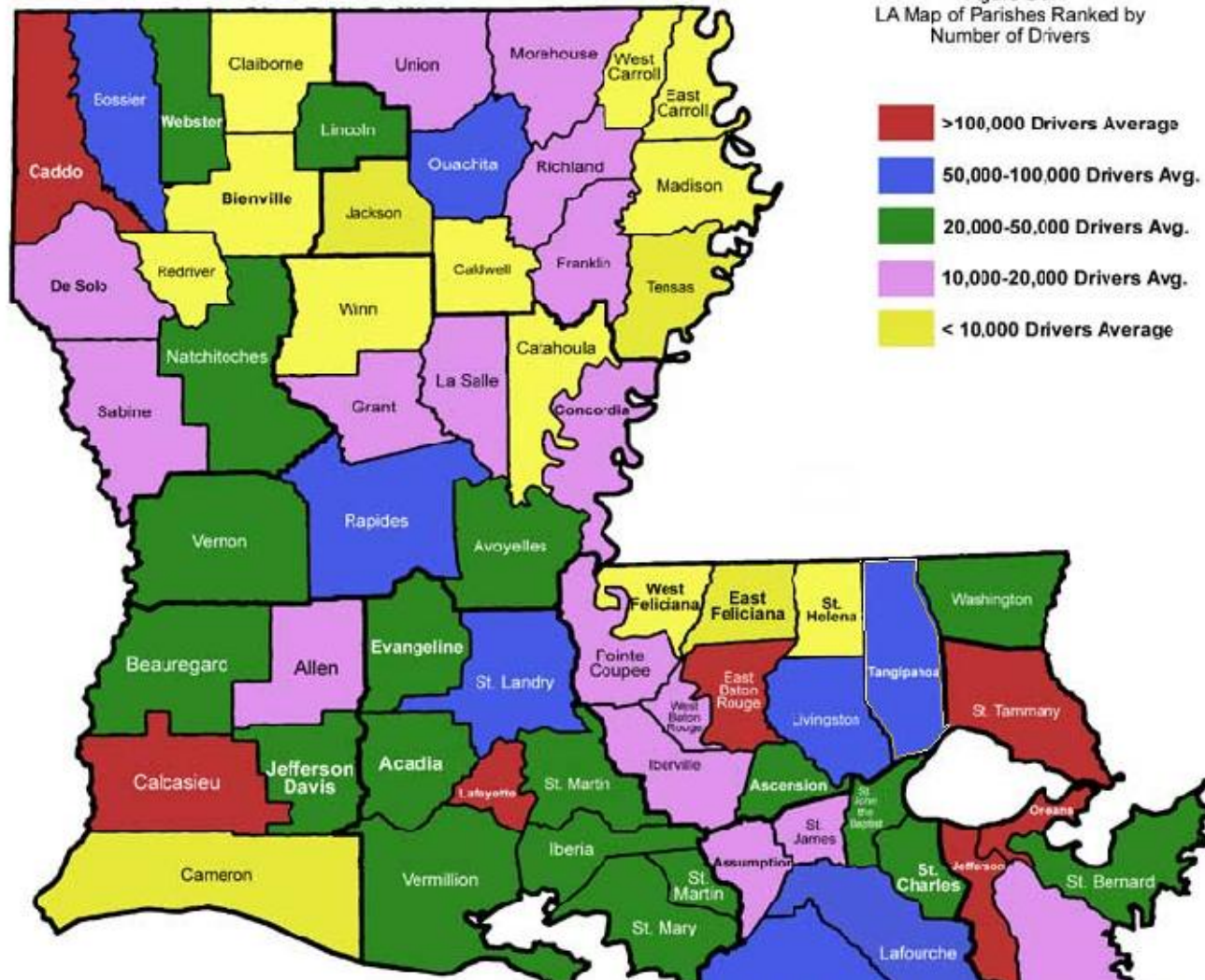


Figure D3:
LA Map of Parishes Ranked by
Number of Drivers



Parish : Tangipahoa

		2001	2002	2003	2004	2005	% Change
<u>Licensed driver population</u>		64091	65400	65191	68069	65410	-3.91 %
Licensed driver population of ages 15-20		6249	6424	6303	6129	6095	-0.55 %
Percent of 15-20 year old drivers	Parish	9.8 %	9.8 %	9.7 %	9 %	9.3 %	0.31 %
Louisiana Average	LA	9 %	8.9 %	8.7 %	8.3 %	8.3 %	0.06 %
<u>Number of fatal crashes</u>		32	23	23	39	44	12.82 %
Number of fatal crashes involving drivers of ages 15-20		7	9	6	5	10	100 %
Percent of fatal crashes involving 15-20-year-old drivers	Parish	21.9 %	39.1 %	26.1 %	12.8 %	22.7 %	9.91 %
Percent of fatal crashes involving 15-20-year-old drivers (LA)	LA	24 %	30.5 %	25.9 %	25.4 %	19.2 %	-6.2 %
<u>Number of injury Crashes</u>		1247	1370	1388	1415	1487	5.09 %
Number of injury crashes involving drivers of ages 15-20		455	560	568	557	448	-19.57 %
Percent of injury crashes involving 15-20-year-old drivers	Parish	36.5 %	40.9 %	40.9 %	39.4 %	30.1 %	-9.24 %
Percent of injury crashes involving 15-20-year-old drivers (LA)	LA	33 %	38.6 %	39.3 %	37.7 %	28.5 %	-9.18 %
<u>Number of Fatalities</u>		37	24	24	44	53	20.45 %
Number of Fatalities Per 100,000 licensed drivers	Parish	58	37	37	65	81	25.35 %
Number of Fatalities Per 100,000 licensed drivers	LA	34	32	32	35	35	0.91 %
<u>Number of Injuries</u>		2189	2558	2523	2563	2735	6.71 %
Number of Injuries Per 100,000 licensed drivers	Parish	3415	3911	3870	3765	4181	11.05 %
Number of Injuries Per 100,000 licensed drivers	LA	2852	3069	2925	2967	2985	0.61 %
<u>Number of PDO crashes</u>		2297	2736	2664	2695	2817	4.53 %
Percent of Drivers killed not wearing a safety belt	Parish	73.9 %	82.4 %	85.7 %	74.1 %	50 %	-24.07 %
Percent of Drivers killed not wearing a safety belt (LA)	LA	64.4 %	64.2 %	65.7 %	58.6 %	60.6 %	1.99 %
Total estimated costs of traffic crashes (in \$1,000,000)		\$ 144.9	\$ 150.2	\$ 150.7	\$ 172.4	\$ 215.8	25.19 %



Highway Safety Research Group

Louisiana State University

[Home](#)[LA Crash](#)[Reports](#)[News](#)[Links](#)[Help](#)

The Traffic Records Reports section is a compilation of data based on the traffic crashes submitted by state, sheriff and local police agencies. You can find a wide variety of information and statistics about all things traffic-related, such as the types of vehicles involved in crashes, whether seatbelts were used, and the amount of crashes where alcohol was a factor. The records are received from police agencies daily by users of the LACRASH system and on an at least annual basis for agencies which currently report to the state.

The data for the current year is updated nightly to ensure the most up-to-date information is posted. You can search the data by year and topic.

CONFIDENTIAL INFORMATION- This web site is exempt from discovery or admission under 23 U.S.C. 409. - Contact the LADOTD Traffic Safety Office at (225) 379-1929 before releasing any information.

Crash Reports



These reports deal specifically with non-commercial vehicular accidents in Louisiana. You can view topics on as to where, how, when, what happened, and more in all traffic accidents for a specific year. The trends section (Section A) will also allow you to observe the statistics for the past ten years at once, allowing you to make inferences of your own.

[Click here to view the reports](#)

Commercial Motor Vehicle Crash Reports



Commercial Motor Vehicle crashes are of particular interest to many law enforcement agencies around the state. You can view topics on as to the location of, time of, violations in, manner of collision of, road



2009

Section D - Where Crashes Occur

Table D1: Crashes By City and Parish

PARISH	CODE	CITY	FATAL CRASHES		INJURY CRASHES		FATALITIES		INJURIES		PDO	
			ALL	ALCOHOL	ALL	ALCOHOL	ALL	ALCOHOL	ALL	ALCOHOL	ALL	ALCOHOL
ACADIA	0100	RURAL	9	5	281	46	11	5	510	91	395	41
	0101	CHURCH POINT	1	0	23	4	1	0	42	9	52	1
	0102	CROWLEY	1	0	170	18	1	0	317	31	360	13
	0103	ESTERWOOD	0	0	3	1	0	0	4	1	8	2
	0104	IOTA	0	0	0	0	0	0	0	0	1	0
	0105	MERMENTAU	0	0	0	0	0	0	0	0	6	0
	0106	MORSE	0	0	2	0	0	0	3	0	1	0
	0107	RAYNE	3	2	84	8	4	3	171	14	175	13
	0116	EUNICE	0	0	3	0	0	0	4	0	5	0
	01	TOTAL	14	7	566	77	17	8	1051	146	1003	70
ALLEN	0200	RURAL	1	1	88	24	1	1	135	34	115	21
	0201	ELIZABETH	0	0	1	0	0	0	1	0	5	0

[Pubs/Data Requests](#)

[FARS Data Tables](#)

[Query FARS Data](#)

[State Traffic Safety Info](#)

[Help](#)

State Traffic Safety Information For Year 2008

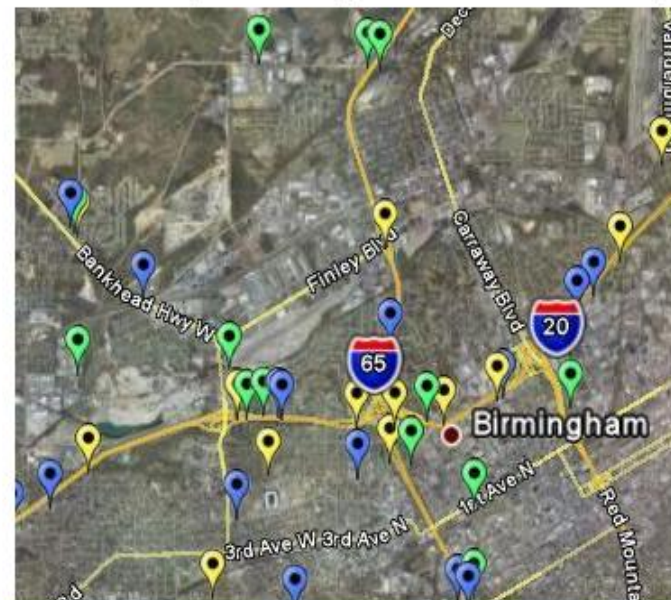
Quick, easy access to traffic safety facts



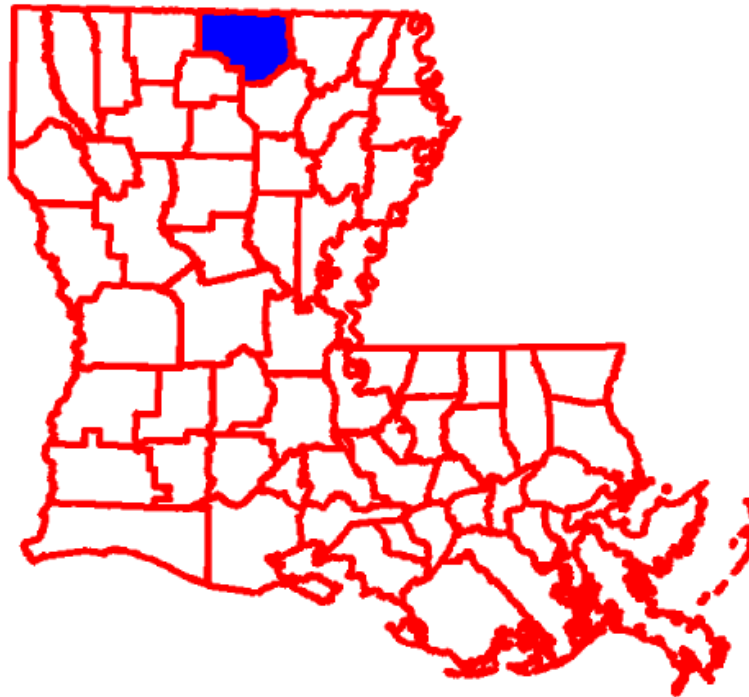
State GIS Fatal Traffic Crash Maps

This Utility Provides Location Based Maps of Fatal Crashes for the
Years 2006-2008

Click on States (on the US Map) to View these GIS Crash Maps



Traffic Safety Facts
Union Parish, Louisiana
2004-2008



This Report Contains Data From the Following Sources:

Fatality Data - NCSA Fatality Analysis Reporting System (FARS): 2004-2007 Final File and 2008 Annual Report File (ARF)
Population Data - U.S. Bureau of the Census

Passenger Vehicle Occupant Fatalities by Restraint Use

Restraint Use	Fatalities					Fatalities Per 100,000 Population				
	2004	2005	2006	2007	2008	2004	2005	2006	2007	2008
Restrained	1	1	1	1	3	4.41	4.40	4.39	4.40	13.22
Unrestrained	3	7	2	4	2	13.24	30.81	8.77	17.59	8.81
Unknown Restraint Use	1	0	0	0	1	4.41	0.00	0.00	0.00	4.41
Total	5	8	3	5	6	22.07	35.21	13.16	21.99	26.44

Motorcyclist Fatalities by Helmet Use

Helmet Use	Fatalities					Fatalities Per 100,000 Population				
	2004	2005	2006	2007	2008	2004	2005	2006	2007	2008
Helmet Used	1	0	0	0	1	4.41	0.00	0.00	0.00	4.41
No Helmet Used	0	0	0	0	0	0.00	0.00	0.00	0.00	0.00
Unknown Helmet Use	0	0	0	0	0	0.00	0.00	0.00	0.00	0.00
Total	1	0	0	0	1	4.41	0.00	0.00	0.00	4.41



Traffic Safety Marketing



Welcome to TSM

Glossary

National Campaigns

Occupant Protection

- [Buckle Up America](#)
- [Click It or Ticket](#)
- [Child Passenger Safety](#)

Impaired Driving

- [Enforcement Crackdown](#)
- [Buzzed Driving](#)

Teen Driver Safety

- [Seat Belt Use](#)
- [GDL Education](#)
- [Access to Alcohol](#)
- [Parents and Teens](#)

Motorcycles

- [Share The Road](#)
- [Impaired Riding](#)

Other

- [Speed Campaign Toolkit](#)
- [Pedestrian and Bike Safety](#)

National Enforcement Mobilization



May 24 - June 6, 2010

Click It or Ticket

May 24 - June 6, 2010

This planner provides marketing materials, earned media tools, and ideas that can be used to meet your local needs and objectives in support of the 2010 National Enforcement Mobilization efforts.



Upcoming 2010 NHTSA Traffic Safety campaigns:

May 2010


Motorcycle Safety Awareness Month: Share the Road

June 20 - July 4, 2010

4th of July Impaired Driving Prevention Campaign

Aug 20 - Sept 6, 2010

Labor Day Impaired Driving



National Resources

- [Communications Plan](#)
- [Marketing Calendar](#)
- [Important Links](#)
- [News Clips](#)

Communications Tools Links

- [Advertising and Marketing](#)
- [Branding](#)
- [Earned Media](#)
- [Evaluation and ROI](#)
- [Media Buying](#)
- [Presentations](#)
- [Research and Planning](#)
- [Social Media](#)

Most Recent Updates



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**THANK YOU FOR YOUR
TIME AND ATTENTION**

Questions